Headquarters U.S. Air Force

Integrity - Service - Excellence

Industry Forum

Capt Anthony Figiera, P.E.

AF Center for Environmental Excellen

HQ AFCEE/HDP

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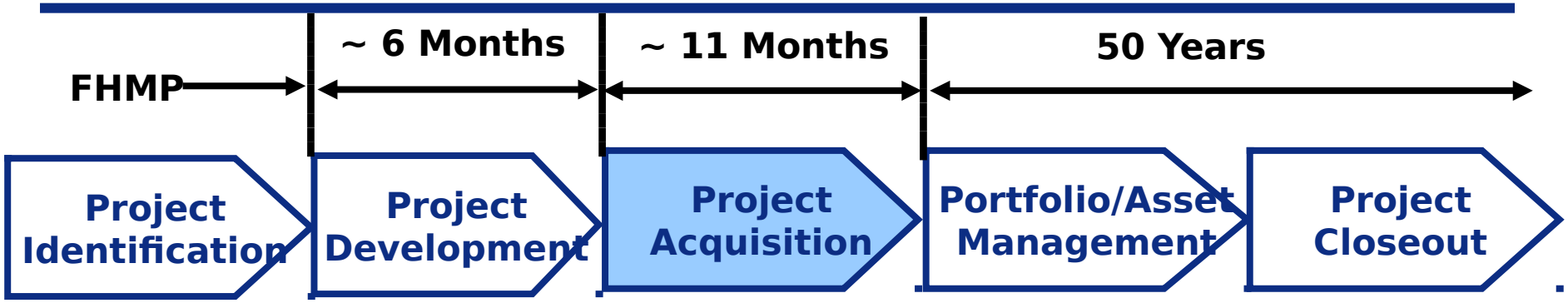
Project Life Cycle

Housing Privatization Phases



Project Identification	Project Development	Project Acquisition	Portfolio/Asset Management	Project Closeout
Description	**Description**	**Description**	**Description**	**Description**
Initial Concept Development	Define Project Requirements	Project Solicitation and Evaluation	Oversight of Privatized Housing	End of Privatization deal
Activities	**Activities**	**Activities**	**Activities**	**Activities**
Family Housing Master Plan	Concept Development	*Industry Forum*	Construction Oversight	Disposition of Assets
Project Kick Off	Environmental Analysis	Evaluate and Select Developer	Financial Oversight	
	RFP Development	Close Deal	Budgeting	
		Transition Assets	Management Review Committee	

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Overview

- Preparations
- Event
- Post Industry Forum Actions

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Industry Forum
Background

- Industry Forum (IF) executed by the PSC with strong base support
- Conducted to create interest in the community and attract potential offerors
- Held during Congressional solicitation notification period
  - Dead time in the schedule
  - Forum held within 30 days of solicitation
    - Developer interest remains high
    - Pre-proposal conference is not necessary

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Industry Forum Preparation

Start Early!

- **Review Generic Industry Forum Checklist**
  - **Comprehensive list of activities**
  - **Provided by AFCEE/PSC**
- **Review lesson's learned from previous industry forums**
- **Engage early with MAJCOM, AFCEE and PSC**

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Industry Forum Preparation

Marketing

- **Announcement of the project and Industry Forum dates should include:**
  - **Announcement in the FedBizOpps web site**
  - **Notification to the local, regional, and national home builders associations**
  - **Announcement on PSC, AFCEE, installation, MAJCOM, and DoD Competitive Sourcing and Privatization Internet web sites**
  - **Public Affairs-approved announcement to selected newspaper(s), as appropriate**
  - **Invitations to local and Air Force DVs**

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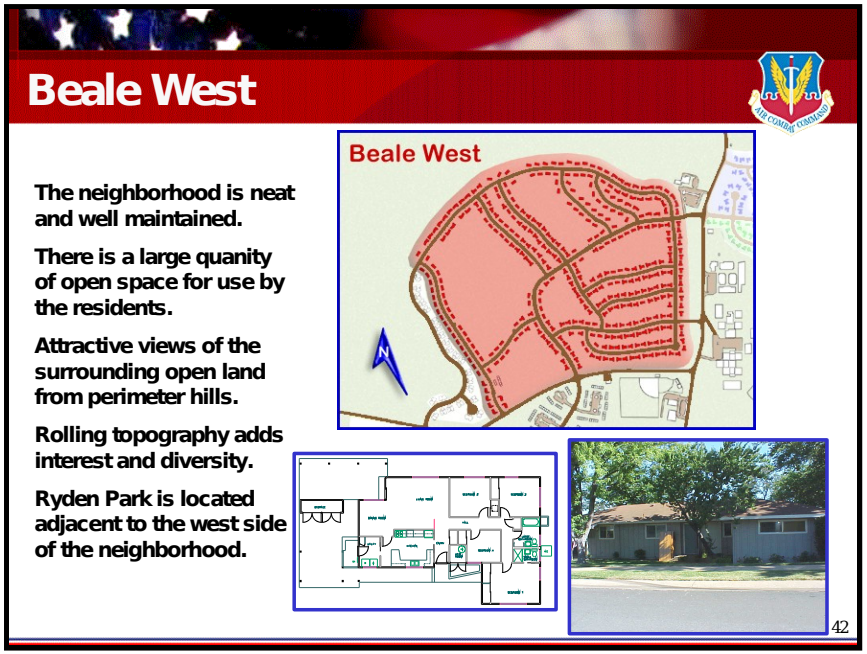
Industry Forum Preparation

PSC Actions

- **Prior to the Industry Forum, the PSC will post the following information on their web site:**
  - **Draft briefing slides**
  - **Project fact sheet**
  - **Project Statement of Need**


Beale West
Beale West
The neighborhood is neat and well maintained.
There is a large quanity of open space for use by the residents.
Attractive views of the surrounding open land from perimeter hills.
Rolling topography adds interest and diversity.
Ryden Park is located adjacent to the west side of the neighborhood.
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All materials coordinated with the base and MAJCOM

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Industry Forum Preparation

Key Installation Actions

- Organize Housing Tour
- Publicity – base and local community
  - DV invitations
- Invite housing residents to participate
- Involve Wing Leadership!

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Industry Forum
Typical Agenda

- **The Industry Forum includes:**
  - **Icebreaker Social (evening prior)**
  - **Wing Mission Brief by Wing/CC**
  - **Privatization Overview**
  - **Project Overview by the PSC**
  - **Housing Tour**
  - **Expert Q&A Panel**

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Industry Forum
Ice Breaker

- **Social event hosted by the PSC**
  - **Provides a setting for developers to network**
- **Include base and community leaders**
- **Invite informed housing residents**

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Industry Forum
Briefings

- Briefings developed by PSC
- Briefings include:
  - Current housing condition
  - Project concept to include design, construction, operation and maintenance requirements
  - Business and financial requirements
  - Acquisition and selection process
- Briefings rehearsed day prior to IF
- PSC provides a binder including all briefing slides

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Industry Forum
Housing Tour

- A chance to showcase the base and the housing community
  - Developers like to “kick the dirt”
  - Typically takes place after the briefings
- Establish tour routes and script
  - Include interior house tours
  - Practice! Practice! Practice!
- Recommend housing residents take part
- Consider developing a virtual tour

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Industry Forum
Question and Answer Panel

- **Developers encouraged to provide written questions**
  - **Questions collected throughout the IF and submitted to the panel**
  - **PSC mediates Q&A Panel**
  - **Typical questions involve RFP and existing conditions**
- **Panel is a cross section of experts**
  - **Base housing and infrastructure experts**
  - **Contracting, financial and legal advisors**
  - **MAJCOM, Base and AFCEE PMs**
- **Practice! Practice! Practice!**

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Industry Forum
After Actions

- **Within one week following the Industry Forum, the PSC will:**
  - **Prepare written responses to industry questions**
  - **Coordinate responses with Base, MAJCOM and AFCEE**
  - **Post the approved responses on the PSC web site**
  - **Submit an After-Actions Report**

Dazed and Confused?